



Connecting Kids to Coverage Reaching and Enrolling Families in Rural Communities

October 30, 2014 3:00 PM

Agenda

- Introductions and Overview
- Health Care and the Rural Population: National Rural Health Association
- Reaching Rural Populations: Community Catalyst
- Successful Strategies: Kentucky Office of Rural Health
- Grantee Spotlight: The Telluride Foundation
- Connecting Kids to Coverage Campaign Resources



Disparities Rural Communities

On average, rural communities have higher rates of uninsured for both children and adults.

Rural families are less likely than urban families to have access to coverage through a job.

- Percentage of rural residents covered through employer: 51%
- Percentage of urban residents covered through employer: 57%

Rural families rely more on Medicaid and CHIP for their children's health coverage.

- Rural children covered by Medicaid and CHIP: 47%
- Urban children covered by Medicaid and CHIP: 38%

Of the 50 U.S. counties with the highest rates of uninsured children, 45 are in rural areas.

1. <http://kff.org/uninsured/issue-brief/the-affordable-care-act-and-insurance-coverage-in-rural-areas/> (May 2014)
2. <http://firstfocus.org/resources/report/rural-children-increasingly-rely-medicaid-state-child-health-insurance-programs-health-insurance/> (September 2014)



Health Care and the Rural Population

- **Gaby Boscan, MPH**
Director of Program
Services & Development
- **Laura Hudson, MPA**
Manager of Program
Services and Contracting



About NHRA

- NRHA is non-profit, non-partisan national membership organization with more than 21,000 members
- Our mission:
 - To improve the health of the 62 million who call rural America home
 - To provide leadership on rural issues through advocacy, communications, education and research

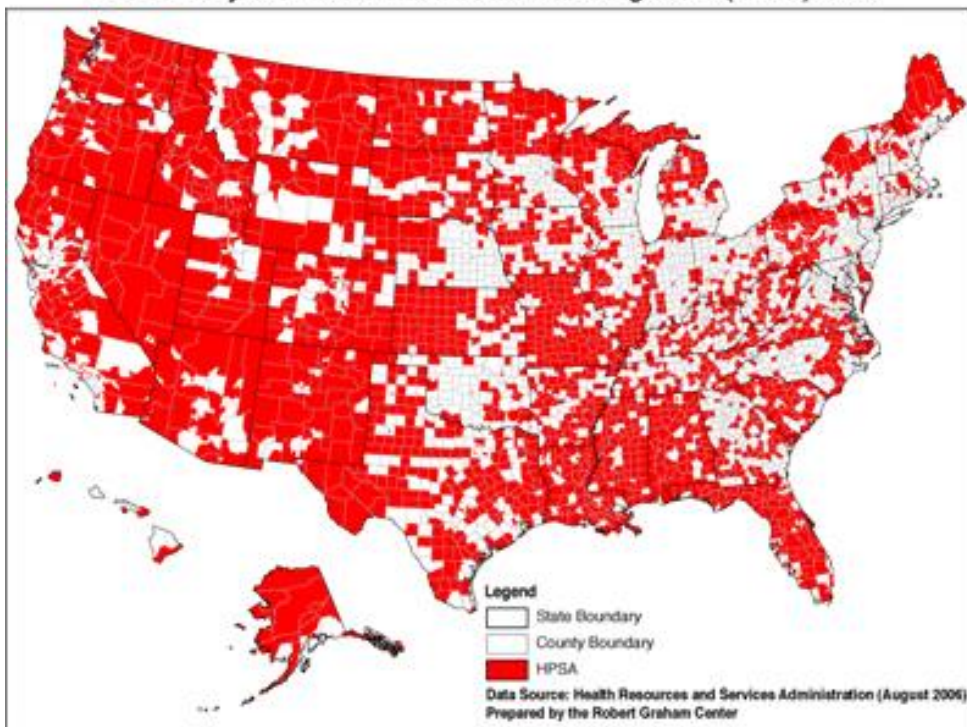


“If you’ve seen one rural area, you’ve seen one rural area.”



Health Care Provider Shortages

U.S. Primary Care Health Professional Shortage Area (HPSA): 2006



- “Access to quality health care” is the **number one** health challenge in rural America (Rural Healthy People 2020)
- **Only 9%** of physicians practice in rural America
- **77%** of the 2,050 rural counties are primary care health professional shortage areas (HPSAs)
- **More than 50%** of rural patients have to drive **60+ miles** to receive specialty care



Rural Patients

- 62 million Americans rely on rural health providers
- 20% of the U.S. population, scattered over 90% of the landmass
- Extreme distances, challenging geography and weather complicate health care delivery
- Disparities are compounded if you are a senior or minority

“Rural Americans are older, poorer and sicker than their urban counterparts... Rural areas have higher rates of poverty, chronic disease, and uninsured and underinsured, and millions of rural Americans have limited access to a primary care provider.” (HHS, 2011)

Rural Health Disparities

More likely to report fair to poor health

- Rural counties 19.5%
- Urban counties 15.6%

More obesity

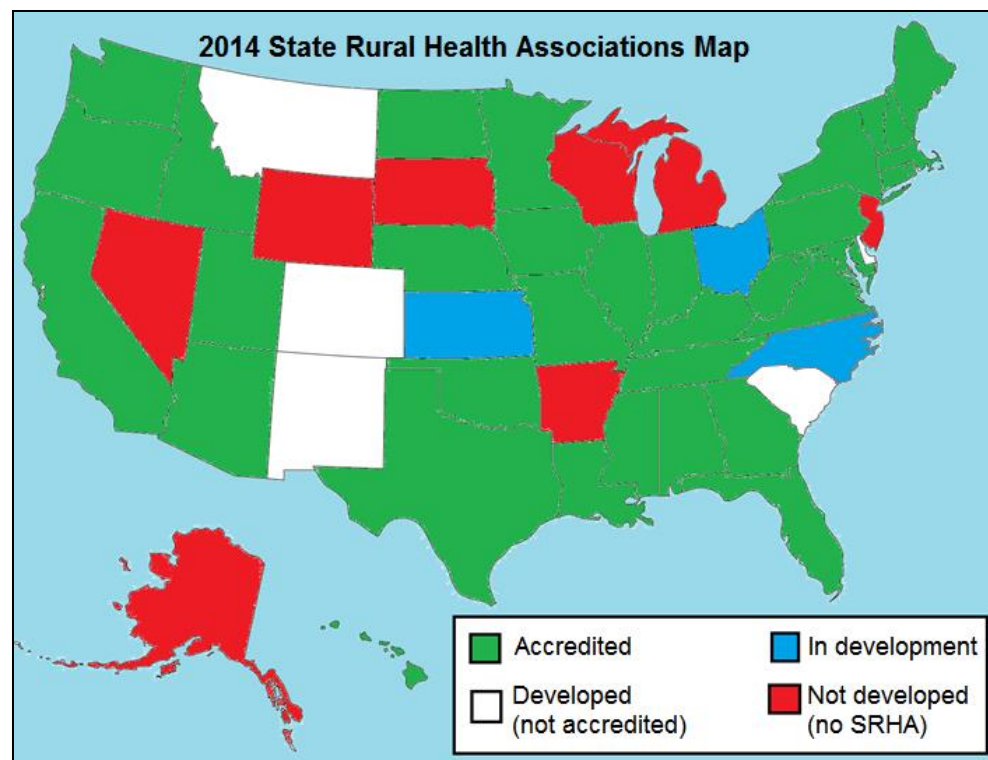
- Rural counties 27.4%
- Urban counties 23.9%

More chronic disease (heart, diabetes, cancer)

- Diabetes in rural adults 9.6%
- Diabetes in urban adults 8.4%

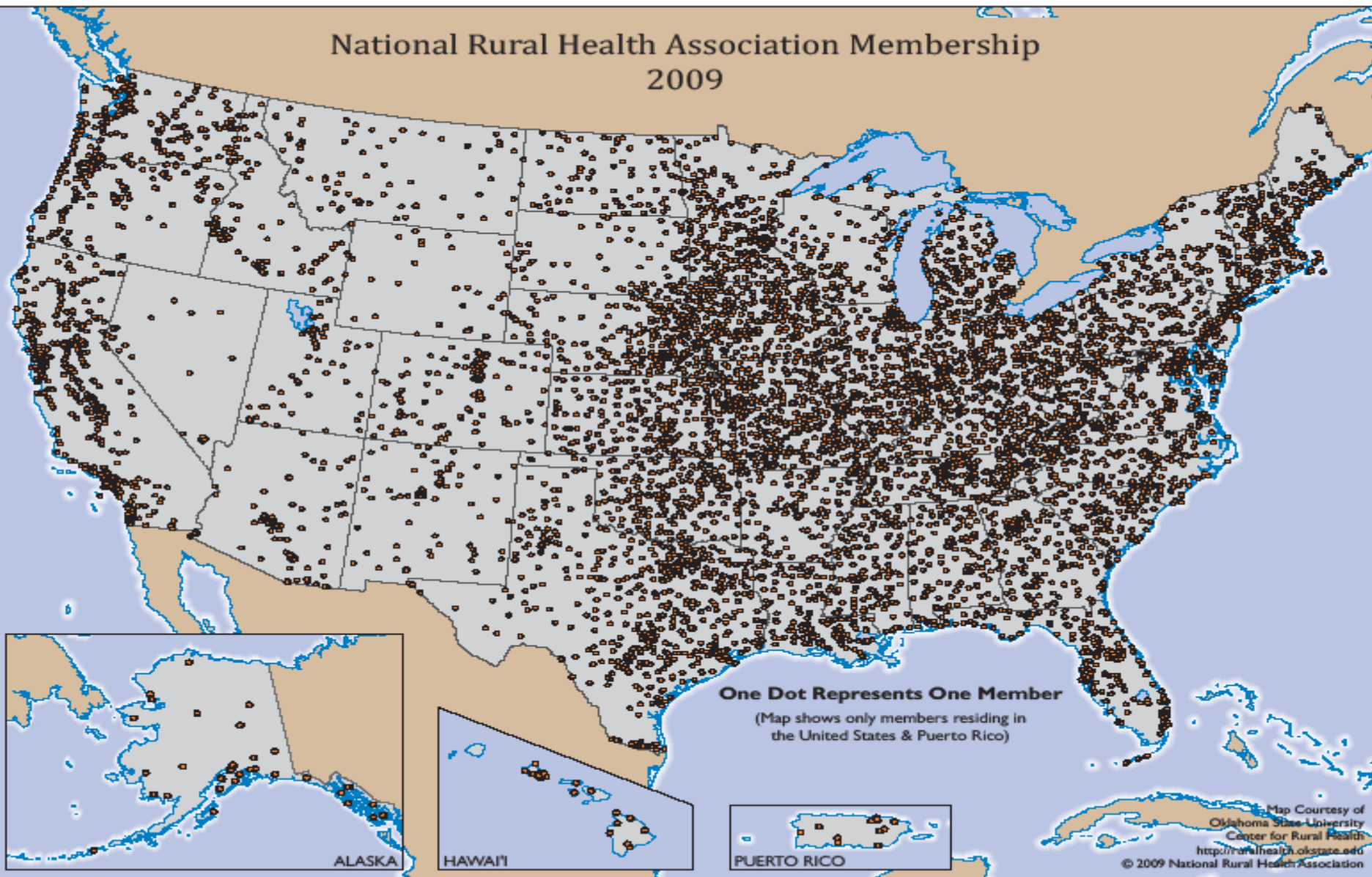
State Rural Health Associations

- 42 state associations
- State-focused rural health champions
- Serve as conveners and collaborators for public, private, and community rural health stakeholders and influencers
- Offer education, training, communication, and advocacy



NRHA Membership

National Rural Health Association Membership
2009



Stay Involved

Website:

- ruralhealthweb.org

Members have access to:

- Periodic Washington Updates (webinars)
- Rural Health Blog:
blog.ruralhealthweb.org

Educational Opportunities:

- Policy Institute: February 2015, Washington, DC
- Multiracial & Multicultural Health: April 2015, Philadelphia, PA
- Rural Medical Educators: April 2015, Philadelphia, PA
- 38th Annual Conference: April 2015, Philadelphia, PA
- SRHA Leadership Conference: July 2015, Minneapolis, MN
- Quality & Clinical Conference: July 2015, Minneapolis, MN
- Rural Health Clinic/Critical Access Hospital: September-October 2015, Kansas City, MO



Go Rural!

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Reaching Rural Populations

- **Rachelle Rubinow**

Program and Policy
Associate, Outreach
and Enrollment



About Community Catalyst

- A national non-profit health advocacy organization
- Works to ensure everyone has access to high quality, affordable health care
- Collaborates with national, state and local consumer organizations, policymakers and foundations
- Builds and supports consumer advocacy networks in over 40 states
- Hosts learning community calls and opportunities to share information and assess best practices
- Develops a coordinated voice from state advocates to national officials and opinion leaders



What Makes Rural Communities Unique?

- Differences in demographics
- Differences in employment
- Differences in health care infrastructure



What Do These Mean For Rural Children?



- Higher rates of uninsured children in rural areas compared to urban and suburban areas
- The majority of rural children live in low-income families
- Children in rural areas rely more heavily on public health insurance programs

Source: William P. O'Hare, *Rural Children Increasingly Rely on Medicaid and State Child Health Insurance Programs for Health Insurance*, First Focus, September 2014.

Successful Outreach Strategies

- Building relationships with local media
- Training the trainer - educating rural organizations
- Meeting consumers where they are
- Engaging and supporting rural organizations in statewide coalitions



Working with Local Media

Local newspapers and print outlets

- Farm bureau newsletters
- Church or neighborhood bulletins

Local radio

Earned media

- Standing guest on radio programs

Education Approaches: Training the Trainer

- Find organizations with pre-established ties to rural constituents
- Educate them on changes in health insurance options, messaging tactics and best practices



Meeting Consumers Where They Are

- Promotoras model vs. urban model
- Types of highly-frequented areas:
 - Libraries
 - Grocery stores
 - Community events, such as fairs



Supporting Rural Organizations

- Enhance the diversity and robustness of your coalition by offering opportunities for rural organizations to join
- Be mindful of the challenges rural organizations can face



Potential Partners In Rural Areas

Schools
Child care centers
Head Start programs
Libraries
Boards of Education
County extension offices
Rural health associations
Student nurses' associations
Speech and hearing associations
Small business development centers
Faith organizations
Judges and juvenile court staff
United Way
Mobile health units

Health fairs
Health departments
Community Health Corps
Dollar stores
Thrift stores
Temp agencies
Rotary clubs
DMV
Local restaurants
Rural media outlets



Questions & Answers

Spotlight on Kentucky

- **Kayla Combs**
Rural Project Manager



About Kentucky Office of Rural Health

- Office of Rural Health Policy (ORHP) funded
- Located at the University of Kentucky Center of Excellence in Rural Health in Hazard, KY
- Four major programs run through the KORH:
 1. KORH program
 2. Medicare Rural Hospital Flexibility Grant (Flex)
 3. Small Hospital Improvement Program Grant (SHIP)
 4. State Loan Repayment Program (SLRP)

Looking at Kentucky

- Medicaid Expansion
- State-based Health Insurance Marketplace (Kynect)



Our Role in Outreach and Enrollment

KORH has strong in-reach to rural communities



Partnered with Kynect to reach providers in rural areas to prepare them to help enroll their patients/people in their communities



Partnered with other rural entities across the state to spread the word:
Area Health Education Centers (AHEC), Rural Health Networks, Universities, and Hospitals

Our Role in Outreach and Enrollment

KORH's Responsibilities:

- Find partnering agencies-or they may come to us!
- Contacting speakers at Kynect
- Get the word out - listservs, PCA newsletter, Rural Health Association Newsletter
- Registration
- Facilitating Session/Recording Q&A
- Follow up-Evaluations

Kynect's Role:

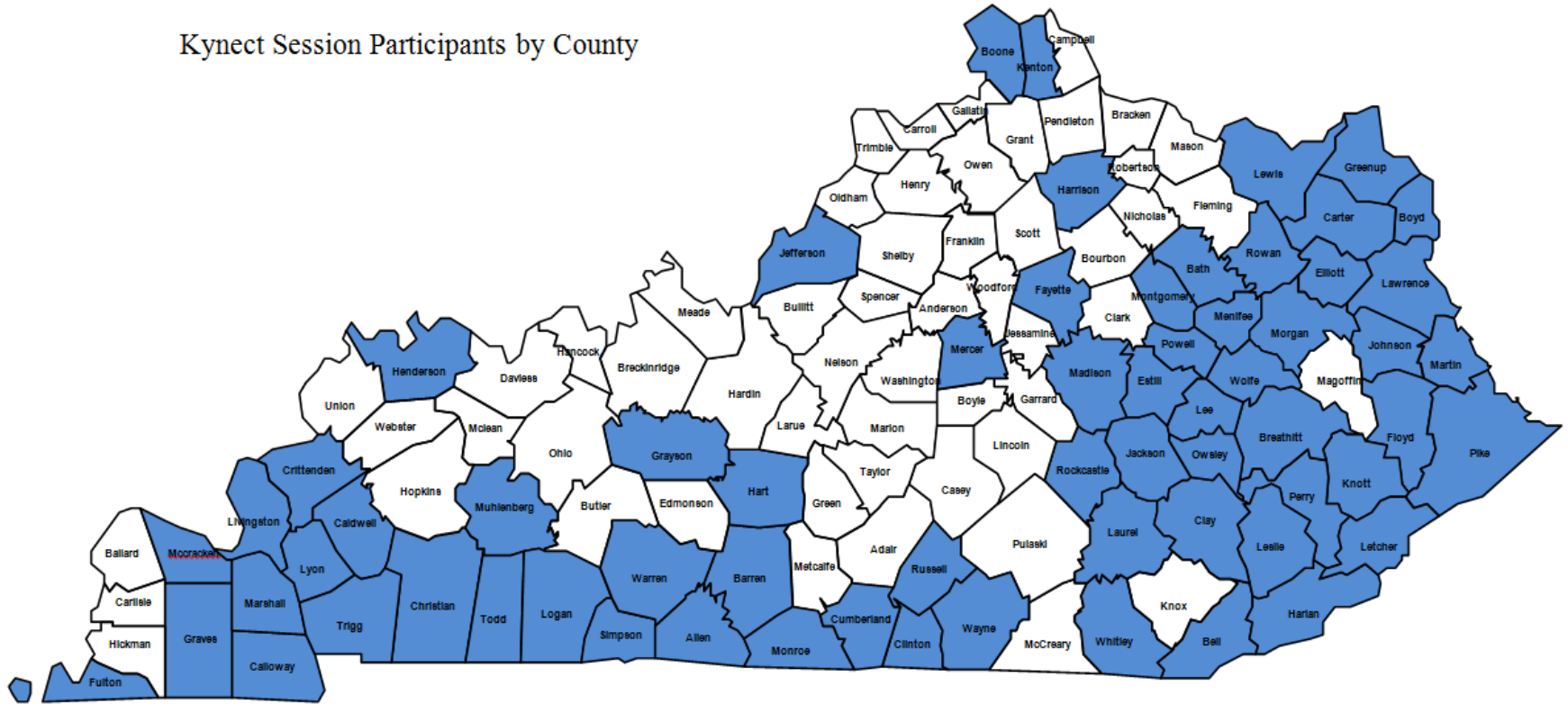
- Speakers travel and present at no charge
- Presentations are scheduled for two hours, first hour is a review of Kynect, second hour for question and answer session

What It Looked Like

- A roadshow model
- Audience: rural providers, coalitions, agencies, Kynectors, and management staff
- Provider focused with one open community forum
- Four sessions total in different parts of the state
- Kynect representative presents and does a Q&A
- Kynectors onsite at the community forum to sign people up
- Leave with a greater knowledge of how Kynect works and how to help their patients and communities

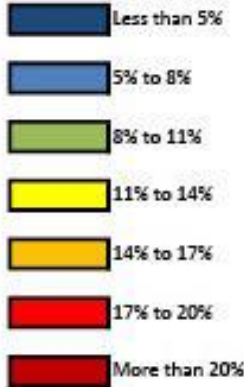
Kynect Roadshows by County

Kynect Session Participants by County



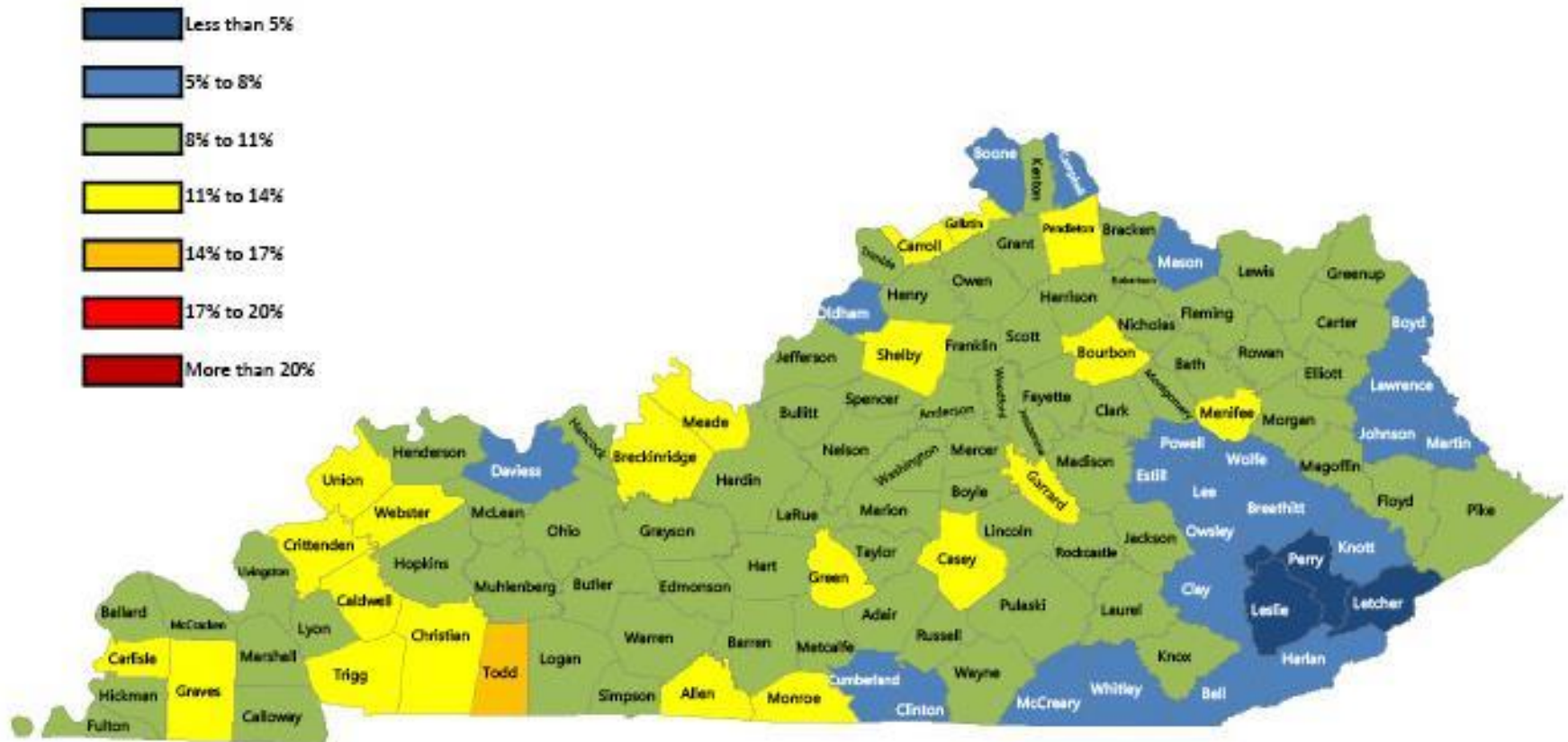
Before ACA

Percentage of the Population Under 65 that was Uninsured Prior to ACA
[2012 Small Area Health Insurance Estimates]



After ACA

Potential Percentage of the Population Under 65 that is Uninsured
[Assumes 75% of New Enrollees were previously uninsured]



Contact

My Contact Information:

- Kayla Combs, KORH: Kayla.combs2@uky.edu

Other Useful Contact Information:

- National Organization of State Offices of Rural Health (NOSORH)
- nosorh.org/nosorh-members/nosorh-members-browse-by-state/

Kentucky Rural Health Association

- www.kyrha.org/
- krha@twc.com

Kynect:

- kynect.ky.gov/



Grantee Spotlight

- **Stacey Wright**
Programs Manager



TRI-COUNTY HEALTH NETWORK



About the Tri-County Health Network

- 501c3 supporting organization of Telluride Foundation
- Programs
 - Insurance Assistance
 - Kids oral health
 - Medical shuttle
 - Chronic disease care management outreach
 - Community Health Worker / Patient Health Navigator
 - Chronic Disease Self-Management Class



Rural Colorado Population Details

- Rural southwest Colorado has some of the highest rates of uninsured children not only in Colorado but also the nation
 - 36% of children in three county region are Eligible But Not Enrolled (EBNE)
 - 26% of adults in three county region are EBNE
 - 43% of all children attending school are on Free & Reduced Price Lunch/National School Lunch Program

Sources

<http://www.coloradohealthinstitute.org/data-repository/county> (2014)

<http://datacenter.kidscount.org/data/tables/5524-school-aged-children-in-poverty?loc=7&loct=5#detailed/5/1214-1277/false/868,867,133,38,35/any/12099,12100> (2012)

What Makes Rural Outreach Difficult?

- Stranger-danger
- Cultural differences
- Fewer health resources
- Fewer community resources
- Perceived stigma
- Language barriers and/or health literacy
- Geographical isolation
- Procrastination



What to Avoid

- “It’s the law, you have to” or “you need to”
- Connecting the conversation to government
- “Spin” or using language viewed as dishonest or avoidant
- Assuming opposition is due to ignorance
- Using educational literature that is difficult to understand without a health care background
- Assuming opposition means they won’t enroll



Elements to Success: Enrollment Assistance

Employ local community members who live and are active in their communities

Be mobile performing outreach efforts in the field not in an office behind a desk

“Advertise” services at community gathering places

Be available when your clients are available

Patience and persistent!

Word of mouth referrals

Navigators will become a “trusted hand” in their communities

What Works?

- ✓ Connecting locally
- ✓ Relationship building
- ✓ Straightforward answers
- ✓ Positioning outreach as a resource
- ✓ Meet where your customers are comfortable
- ✓ Word of mouth



Contact Information

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TRI-COUNTY HEALTH NETWORK



Hospital Presumptive Eligibility is a New Enrollment Strategy



Other Resources for Rural Outreach

- 4-H State Chapter/University Cooperative Extension
 - <http://www.4-h.org/get-involved/find-4-h-clubs-camps-programs/>
- Land Grant Colleges: Cooperative Extension Service
 - <http://www.csrees.usda.gov/Extension/index.html>
- “ORHP, ACA, and You” Bi-Weekly Q&A Webinars
 - Send an e-mail to ORHP-ACAQuestions@hrsa.gov with your name and contact information to receive weekly announcements with next week’s call information, previous presentations, and useful resources.
- Rural Health Research Gateway
 - Learn more about past and ongoing studies on rural health
 - <http://www.ruralhealthresearch.org/>
- National Advisory Committee on Rural Health and Human Services Policy Brief
 - [Rural Implications on Affordable Care Act Outreach, Education, and Enrollment](#)





Connecting Kids to Coverage Campaign Resources

TV and Radio Public Service Announcements (PSAs)

- :30 TV PSAs in English and Spanish
- :60 radio PSAs in English and Spanish
- Tips for using PSAs
- Pitch letters in English and Spanish



URL: insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html



Live Read Radio Scripts

- Live read PSA scripts are available for local radio on-air personalities to inform their listeners about Medicaid and CHIP enrollment
 - :15 radio PSA script in English and Spanish
 - :30 radio PSA script in English and Spanish
 - :60 radio PSA script in English and Spanish

URL: insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html



Template Print Articles

- Ready-made articles (available in English and Spanish) that can be shared with local newspapers and media outlets.
- Template articles are also available and can be customized for local newsletters, bulletins, or other communications



Additional Campaign Resources

- Upcoming eNewsletters on Rural Outreach and Faith-Based Outreach
- All webinars available online
<http://www.insurekidsnow.gov/professionals/webinars/index.html>
- Outreach Video Library
http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html



**With health insurance,
they'll be ready for whatever
the school year brings.**

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,700 a year or more may qualify.

**Go to InsureKidsNow.gov or
call 1-877-KIDS-NOW to learn more.**

Visit HealthCare.gov to learn more about affordable health coverage for your family.



Flyers, Posters and Palmcards

**I'M YOUNG,
BUT
I WASN'T
BORN
YESTERDAY.**

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I'm here to talk it up. It's low-cost or free for children and teens up to age 19. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. And kids in a family of four earning up to \$47,700 a year or more may qualify.

You can enroll any day of the year, but why put it off when you can protect your family (and your finances) today?

To learn more about affordable health coverage for your family, visit HealthCare.gov or call **1-877-KIDS-NOW**.

Health coverage for teens who just want to have fun

Now your teens can have fun and get the health care they need. Medicaid and CHIP offer free or low-cost health insurance for children and teens up to age 19. That means check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. Children and teens in a family of four earning up to \$47,700 a year or more may qualify.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW** to learn more.

Visit HealthCare.gov to learn more about affordable health coverage for your family.



InsureKidsNow.gov

Customization Options

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos.

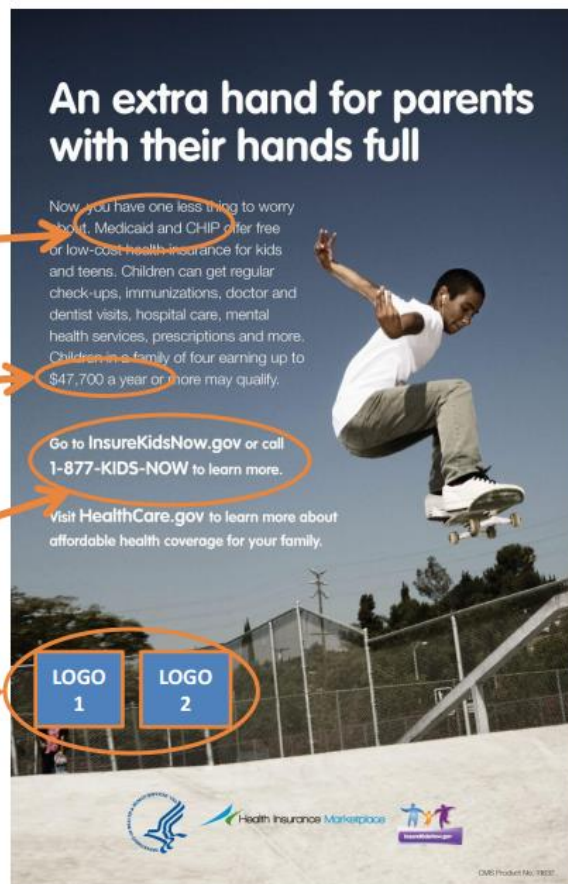
Please Note: You may request these changes on all customizable materials.

Your program name(s)

Your state's annual income eligibility limit for a family/household of four

Your website and/or phone number

Up to two logos



- Available in English and Spanish
- Some available in Chinese, Korean, Vietnamese, Hmong and more.

Customization Guide:

insurekidsnow.gov/professionals/outreach/strategies/customization_guide_.pdf





Questions & Answers



Thanks!